

FIG. 1

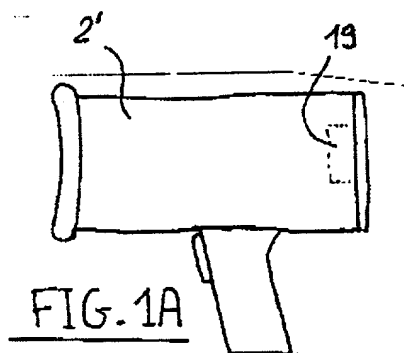


FIG. 1A

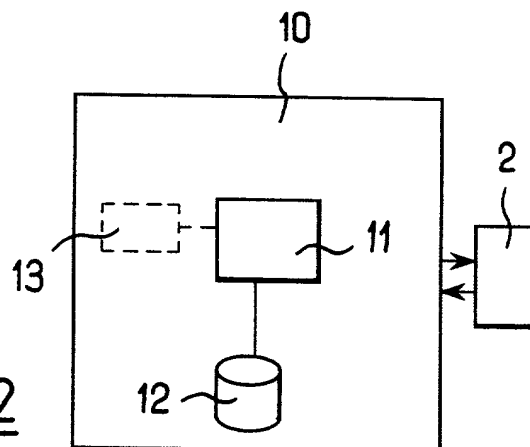


FIG. 2

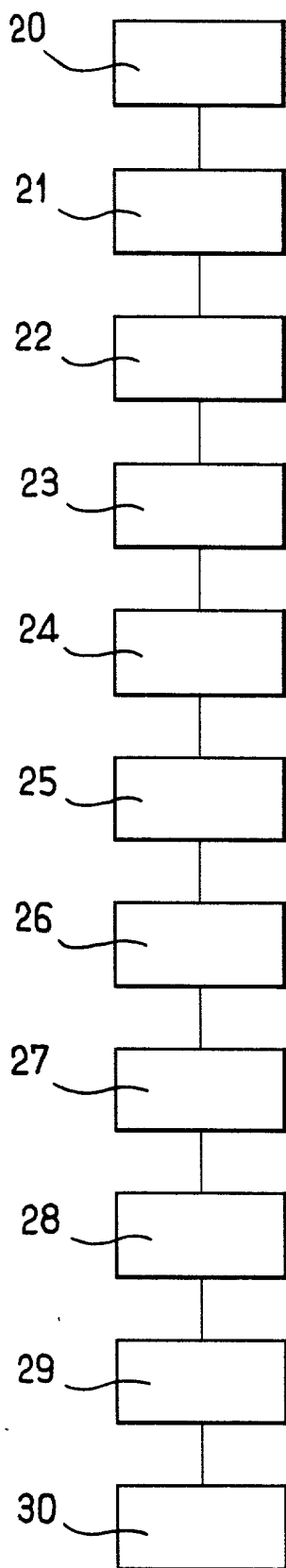


FIG. 3

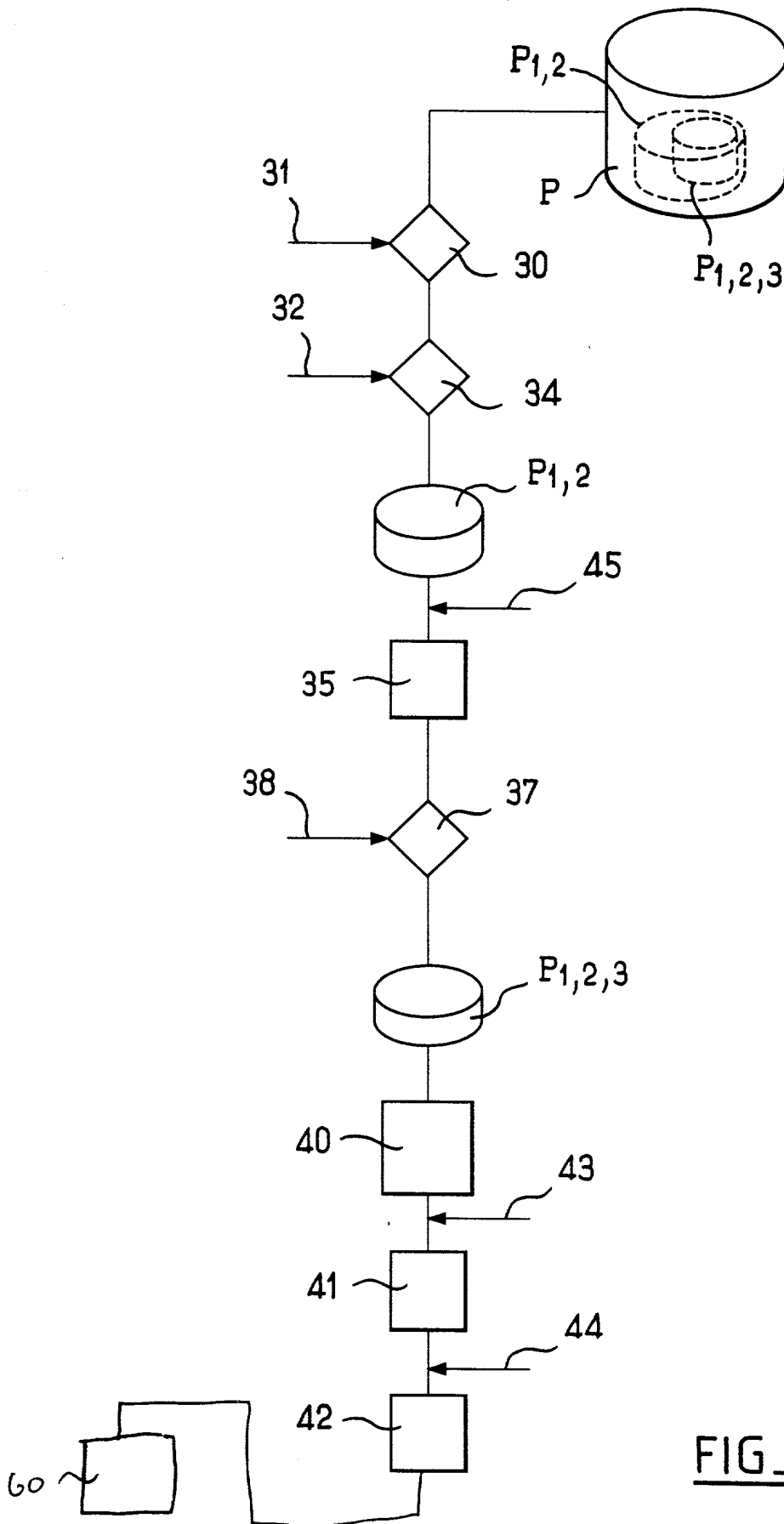
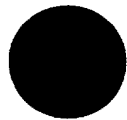


FIG. 4

SUITABILITY OF THE PRODUCT AS A FUNCTION OF THE PERCENTAGE OF WHITE HAIR	NATURAL APPLICATION BASE	COLOR EFFECT OBTAINED	COLOR TRADEMARK	BASE SHADE AND THAT OF THE PRIMARY AND SECONDARY HIGHLIGHT	REFERENCE NUMBER	LIGHTENING POWER	BLEACHING POWER	TONE TON	PRODUCT'S RANGE	PRODUCT DURATION
SENESCENT										4 / 14

FIG. 5

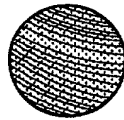
What is the natural color of your hair?



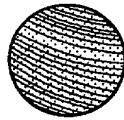
Black



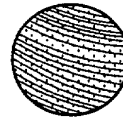
Brown



Dark chestnut



Chestnut



Pale chestnut



Dark blonde



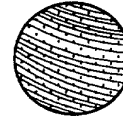
Blonde



Light blonde



Very light blonde



Lightest blonde

FIG. 6

Estimate your quantity of white hair :

If your hair is tinted, estimate your quantity of white hair at root level

~~Do you hesitate between two choices ? Choose the one having a bigger~~
~~quantity of white hair~~ ^{greater}

Having difficulty deciding

Senescent

None



Some

(Less than 30%)



Much

(30 to 50%)



A majority

(50 to 80%)



A great majority

(More than 80%)

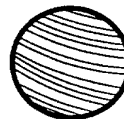


FIG.7

Estimate your quantity of white hair :

If your hair is tinted, estimate your quantity of white hair at root level

~~Do you hesitate between two choices ?~~ Choose the one having a ~~bigger~~ ^{greater}

Having difficulty deciding quantity of ~~white~~ ^{Senescent} hair



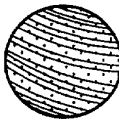
None



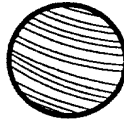
Some
(Less than 30%)



Much
(30 to 50%)



A majority
(50 to 80%)

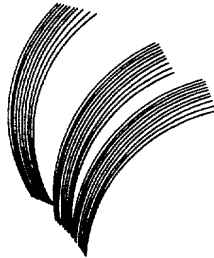


A great majority
(More than 80%)

FIG. 8

What type of color result would you like to obtain ?

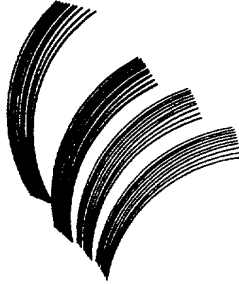
Lightness



Strands
or streaks

Whole head *blonde*

Colored shades

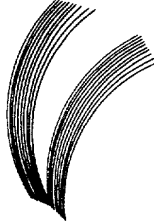


Intense result

More natural,
subtile result

Colored streaks

Senescent
Cover ~~grey or white~~ hair



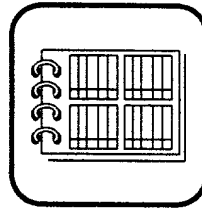
Cover ~~White or~~
~~grey hair~~

Senescent hair

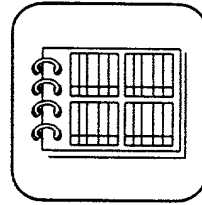
FIG. 9

Result duration

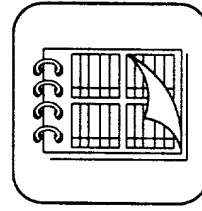
1 Shampoo



A few Shampoo



6 to 8 weeks



Choose the result duration and confirm

FIG-10

Result duration

Permanent



*Only one result duration is possible
press on it and confirm*

FIG.11

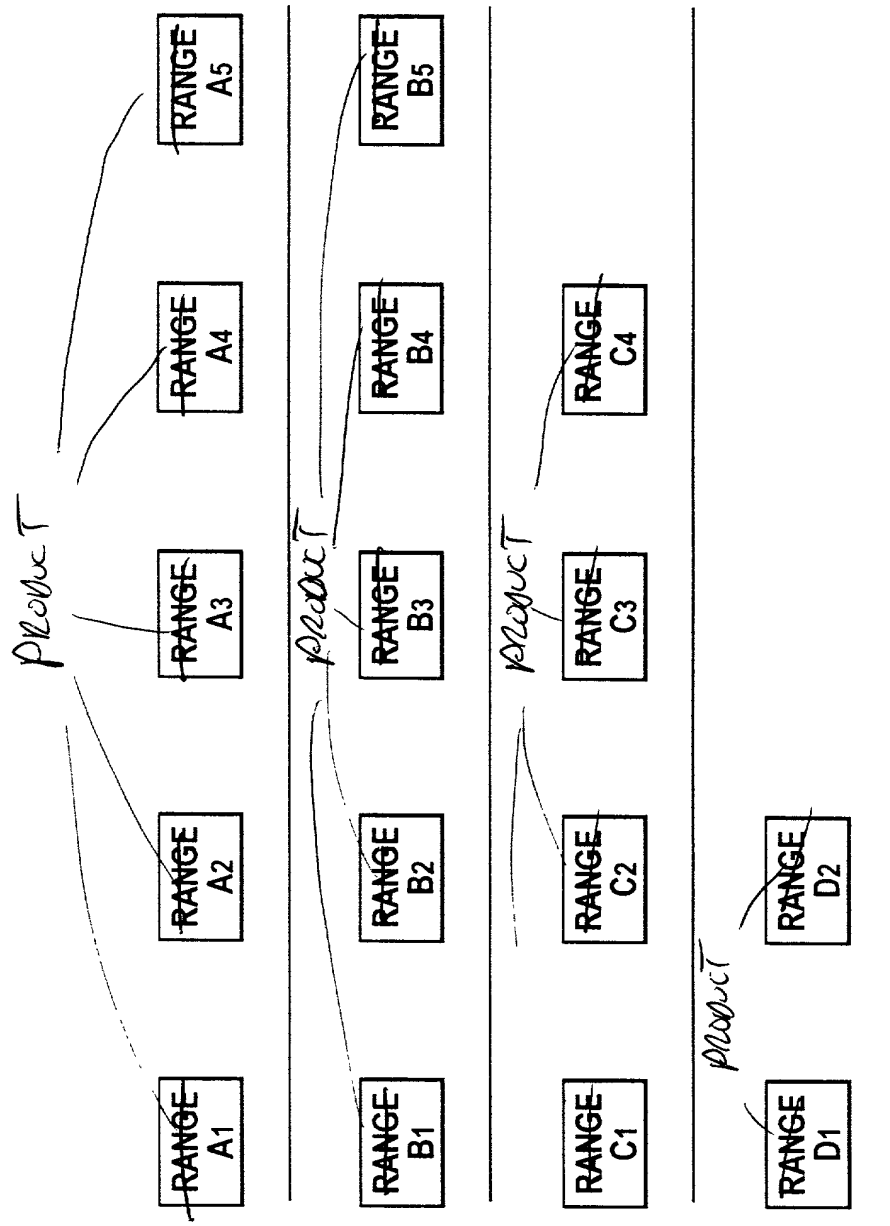
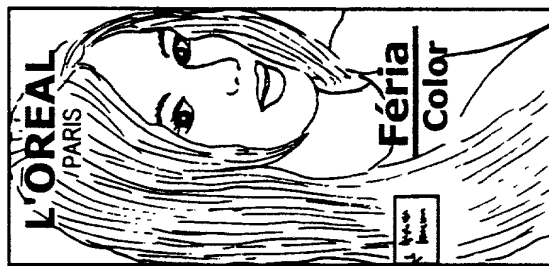


FIG-12

FERIA

3D Color

*lively, vibrant,
bright*



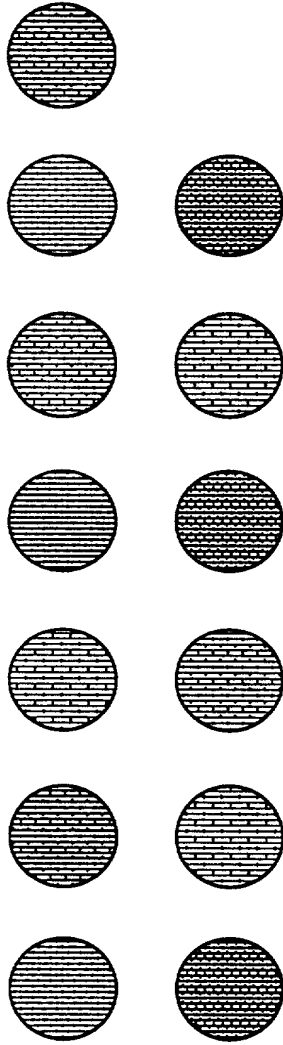
Do you want
a beautician
advice ?

Press here

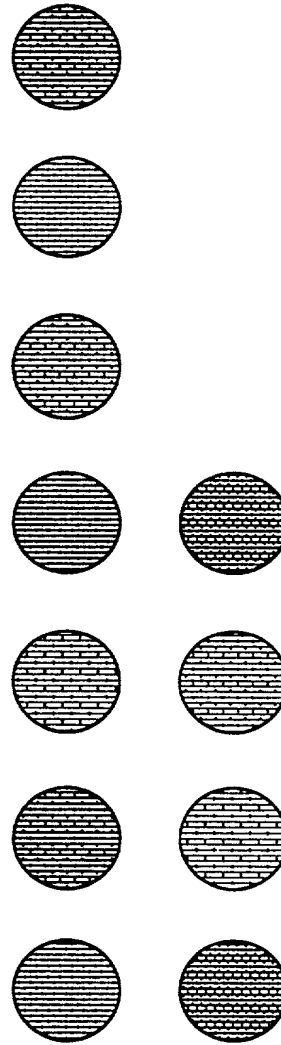
Access to next
selection



With your natural color, these colors are directly applicable :



For these colors, please apply a bleaching product before :



For more information, press on the color of your choice

FIG.13

*Discover the most suited colors to
your complexion and eye's color*

Your complexion is rather :

Fair

Dark / Tanned

Your eyes are rather :

Light

Dark

FIG.14

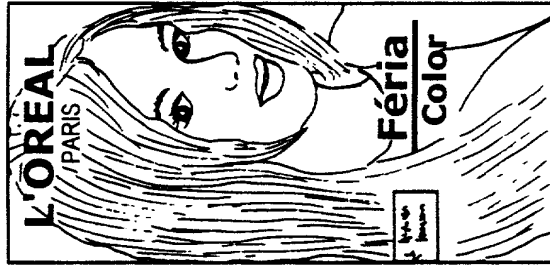
Acces to next
selection



FERIA

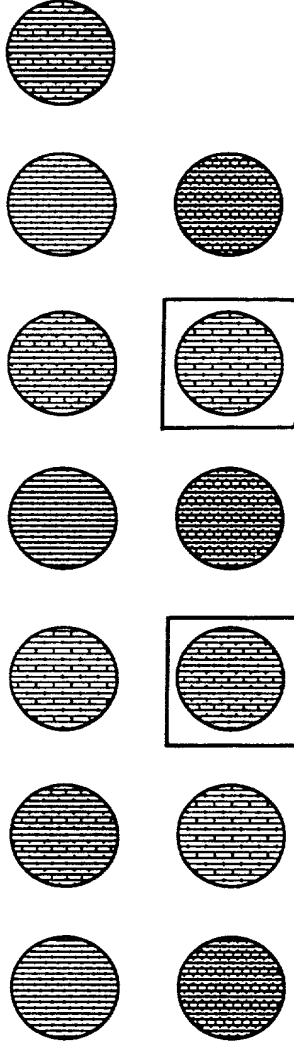
3D Color

*lively, vibrant,
bright*



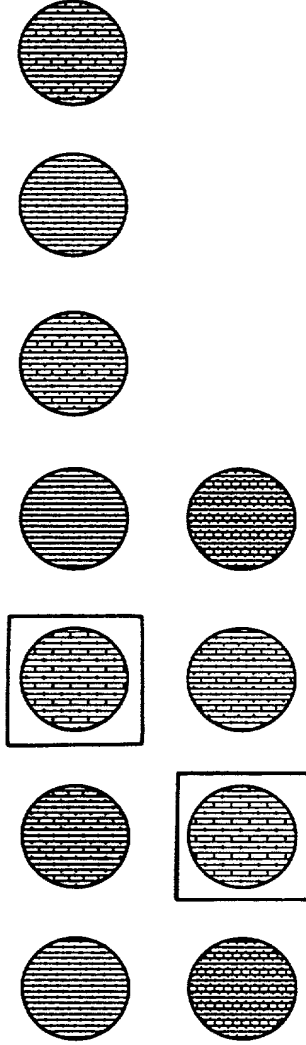
these

With your natural color, those colors are directly applicable :



these

For those colors, please apply a bleaching product before :



For more information, press on the color of your choice

FIG.15